

***Jefferson County  
Countryside Farm  
Master Plan***

***March 2005***

Prepared by Planning and Design Institute, Inc.





## Existing Conditions

Jefferson County Countryside Farm contains 645 acres located within the City of Jefferson Urban Service Area. The City of Jefferson Comprehensive Plan has targeted 70% of its projected growth within the Urban Service Area

Soils are adequate for development. The topography does not present any major limitations for development. The Crawfish River, north of the site, and the environmental corridor and intermittent stream to the south provide nice environmental features. There are minor wetlands on the site. The site is very accessible from all directions.

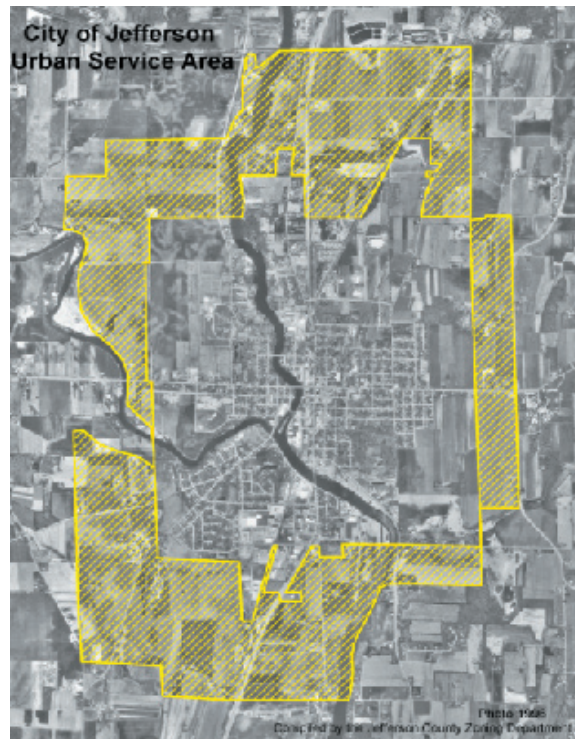


Figure 2. City of Jefferson Urban Service Area

## EXISTING CONDITIONS MAP

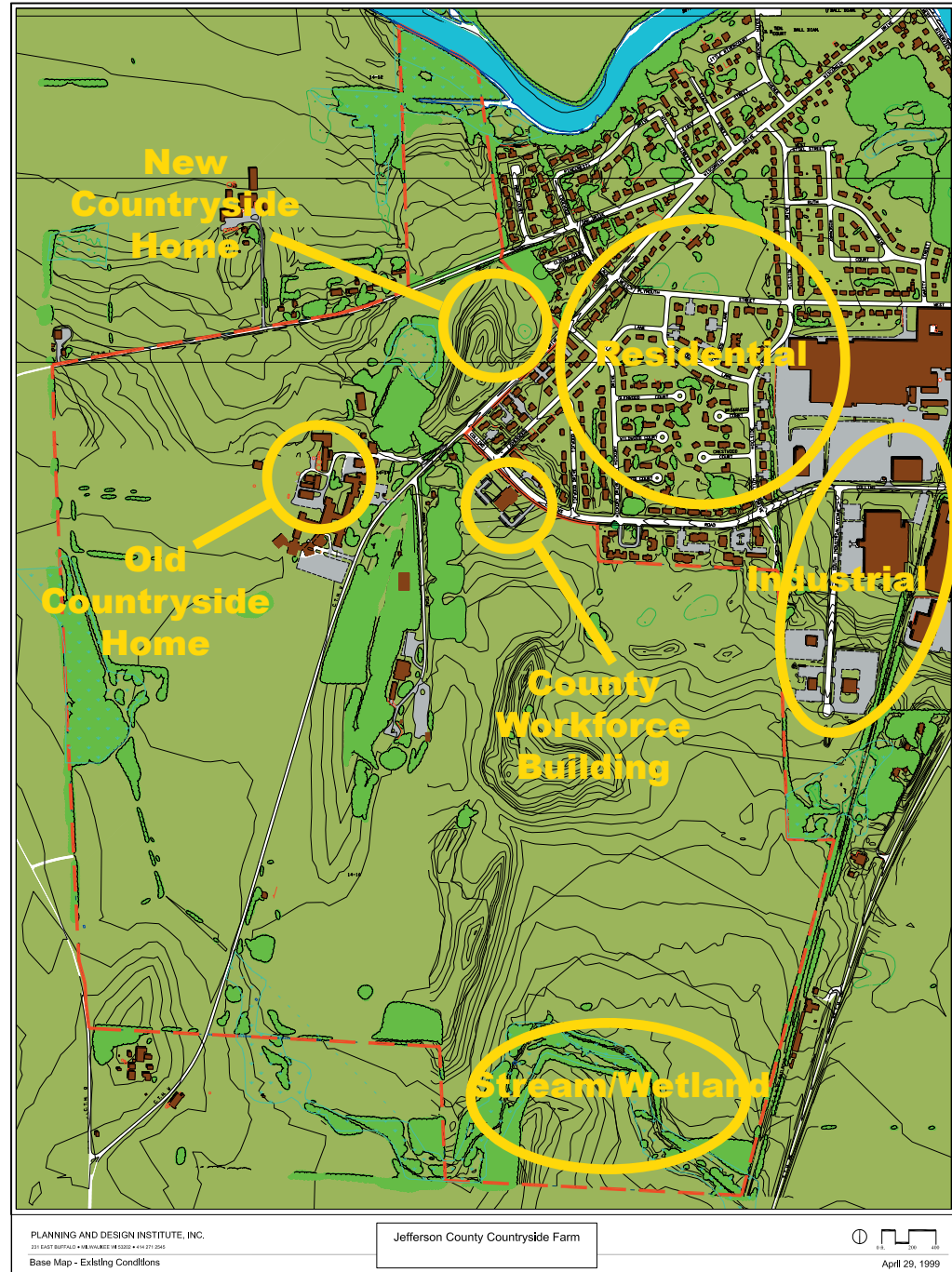


Figure 1. Existing conditions of the Jefferson County Countryside Farms area

## Planning History

This site has been the subject of several studies, all of which have contributed to this current set of findings and recommendations.

### *Jefferson County Countryside Farm Land Use Study (1997)*

An earlier study was prepared by the University of Wisconsin Madison Department of Urban and Regional Planning Graduate Student Workshop. The City of Jefferson sponsored this study based on a previous Housing Study that identified the County Grounds as the most important site for potential new housing.

Alternative concepts were developed. The preferred option (concept 2) is in keeping with the principles of Traditional Neighborhood Design and creates a compact and integrated neighborhood with housing diversity and mixed uses. The concept encourages pedestrian activity and a unique sense of identity. The plan proposes roughly 1,200 housing units serving an approximate population of 2,600 people.

The concept establishes a permanent 'greenbelt' around the neighborhood maintaining a clear distinction between urban and rural uses. The traditional street and block design accommodates a wide range of housing types. The concept also includes neighborhood scale retail.

The development is concentrated to preserve common greenspace. The design encourages smaller lots and narrower streets. Nationally these ideas are becoming increasingly popular. The City of Jefferson is considering these ideas.

The Land Use Study also identified a series of Strategic Actions to be taken to implement the plan. A phasing plan was also prepared by the students.

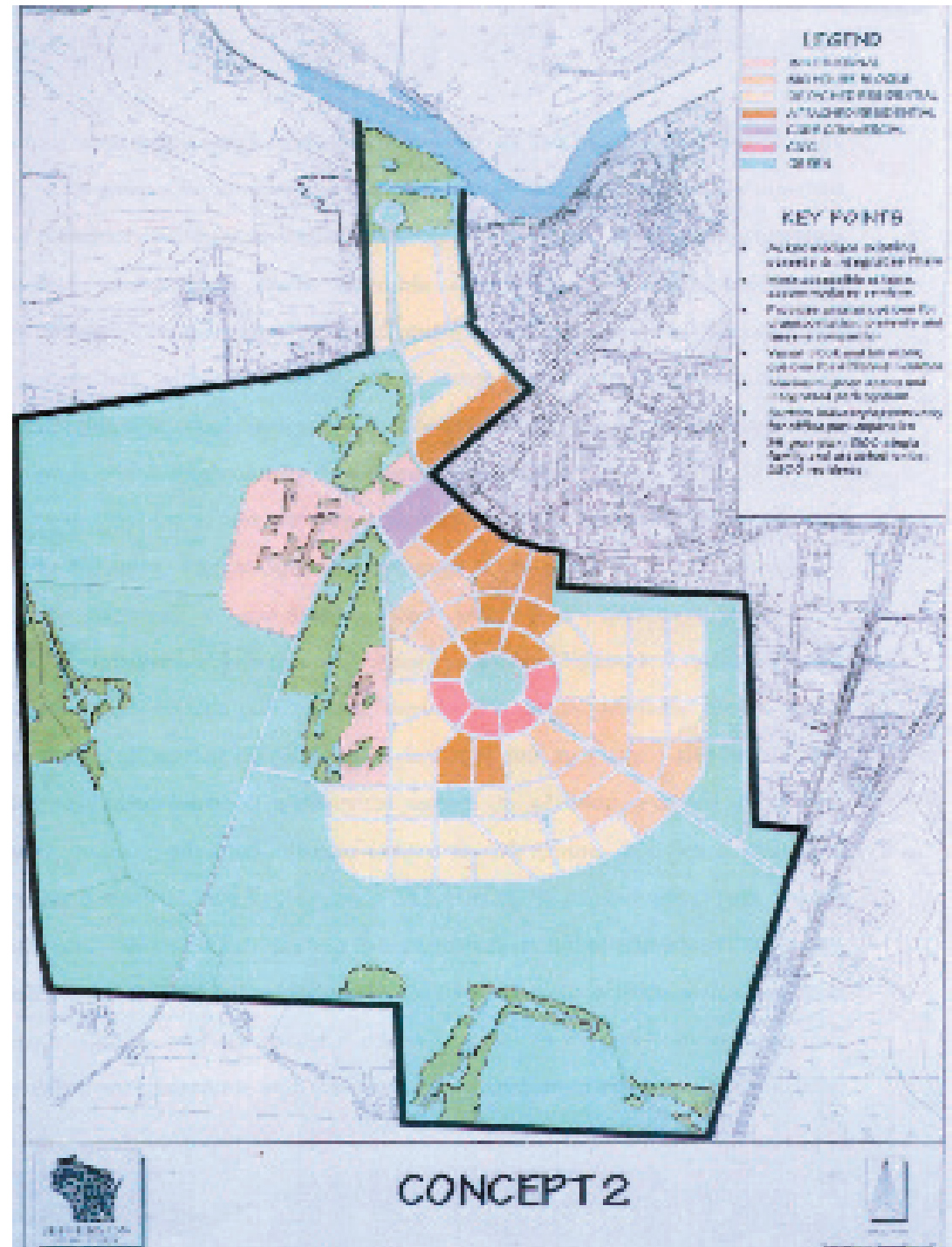


Figure 3. Preferred option from UW-Madison Land Use Study



## Jefferson County Countryside Farm Master Plan (1999)

The next study was prepared by Planning and Design Institute, Inc. for the Jefferson County, Planning and Zoning Committee in 1999. The plan was requested by the City of Jefferson as part of a conditional use permit for the construction of the Workforce Development/UW Extension Office facility plans. This plan was based on the Countryside Land Use Study described above and the City of Jefferson Land Use Plan. The plan was adopted by the City as part of the Conditional Use Permit.

This plan also adhered to the principles of Traditional Neighborhood Design. The layout responded to surrounding land patterns while creating its own neighborhood identity. The plan included residential development (moderate to high density), mixed-use areas including office retail and service related businesses, institutional uses, conservancy, and park and recreational areas.

The plan identified land uses, circulation systems, and public places. The public places included public squares, boulevards, parks and market plazas.

As part of this planning process careful consideration was given to the possible future location of the Highway 26 bypass. This plan was premised on a bypass east of the site. This premise was discussed as part of the public presentations and discussions with City and County officials.

As development of the Countryside Farm property progresses, this plan was intended as a guide for development.

## LAND USE DIAGRAM

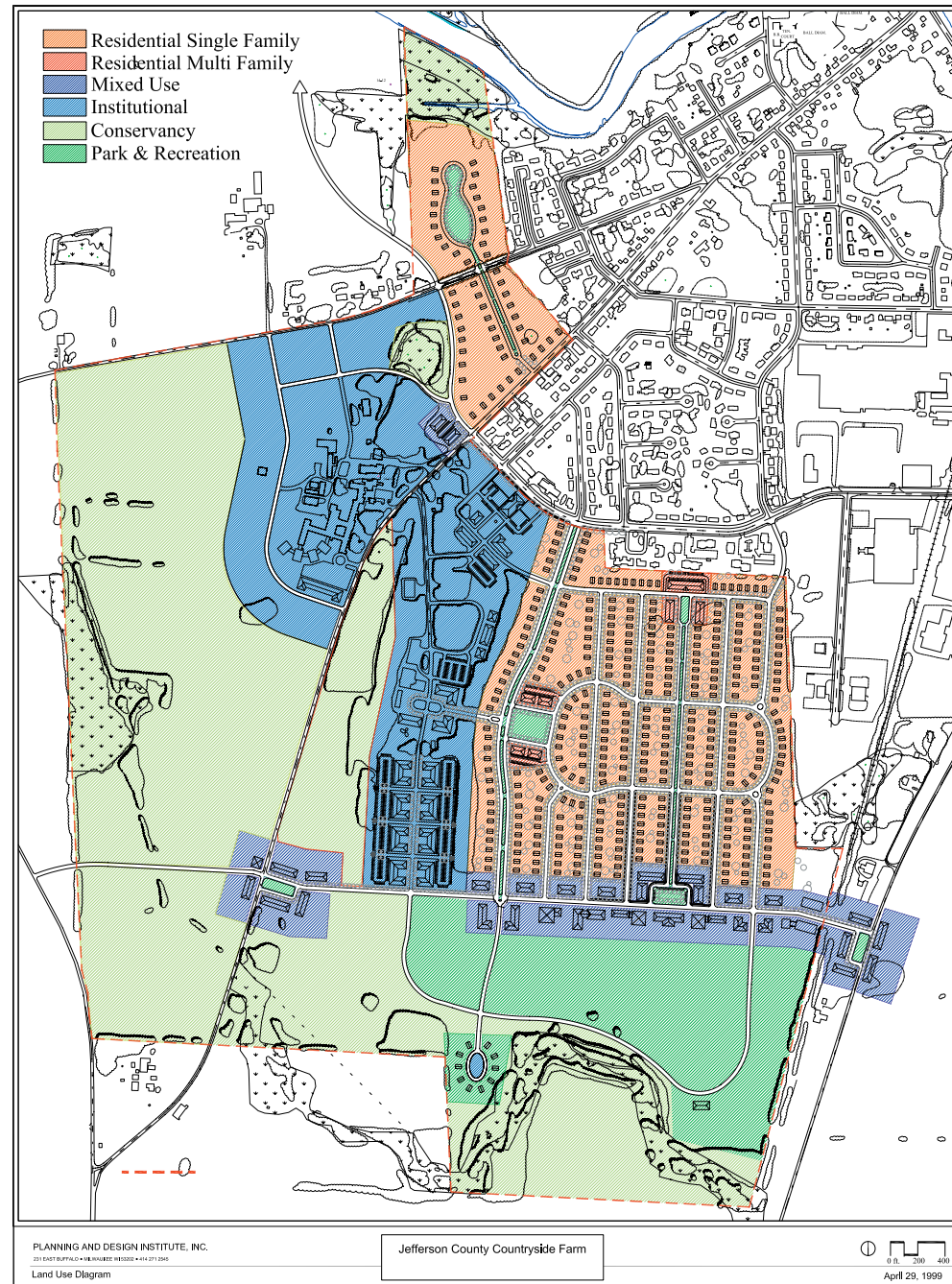


Figure 4. Master Plan and associated land uses

### *Proposed State Highway 26 Bypass\**

This study was prepared by the Wisconsin Department of Transportation subsequent to the development of the 1999 County Farms Master Plan. The proposed interchange and corridor locations in the vicinity of the County Grounds are depicted in Figure 5.

The Wisconsin Department of Transportation (WisDOT) studied 48 miles of WIS 26 between I-90 at Janesville and the WIS 60 East intersection north of Watertown.

The WIS 26 study was initiated to determine how to best meet the long-term transportation needs of this corridor. A preferred alternative for the corridor has been selected that includes improvement of the existing route to a four-lane highway as well as bypasses of the cities of Milton, Jefferson and Watertown.

Public input on alternatives was solicited throughout the duration of the project. Selection of the Preferred Alternative for WIS 26 was made after evaluating engineering and environmental factors for the various corridor alternatives, and careful consideration of comments from various agencies, affected communities and property owners. However, the impact of these alternatives on the previously adopted County plan and Conditional Use Permit appears not to have been considered.

Funding for improvement of WIS 26 has been approved, and construction of the route could begin in the Jefferson area as early as 2008.

\* <http://www.dot.wisconsin.gov/projects/d1/wis26/index.htm>

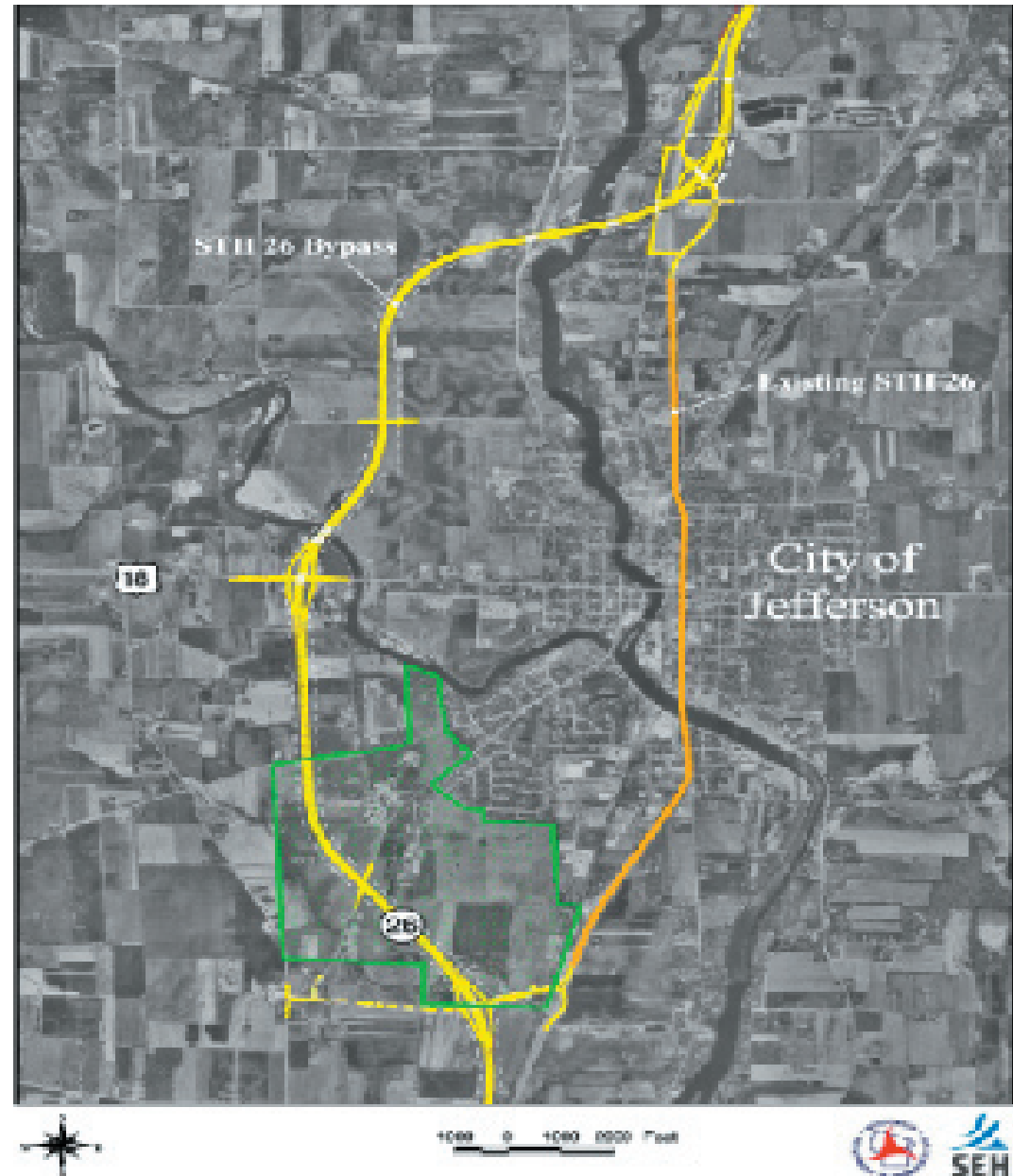


Figure 5. State Highway 26 bypass plan



## Analysis and Impact of Proposed STH 26 Bypass on Jefferson County Farm Master Plan

Figure 6 depicts the proposed bypass plan superimposed on the 1999 Master Plan.

The proposed bypass had two access points within close proximity to the Jefferson County Farm site. The southern access point has the most direct impact on Countryside Farm's development potential. This creates a new opportunity to provide access to the site from a new "spur road" between the southern interchange and existing STH 26. Obtaining this access point will be critical to the extension of Industrial Drive and the creation of a small neighborhood scale retail node at this point. As the Department of Transportation proceeds with its planning for the STH 26 bypass, the County and City should discuss in detail the logistics of this critical access point.

The existing bypass plan identified crossing points at the existing arterials.

In its current location the proposed bypass impacts the Jefferson County Farm Master Plan in several ways. First, the economic value of the retail/mixed use street identified on the southern edge of the Master Plan is no longer viable due to the lack of access and bypass crossing points. Secondly, the value of the proposed institutional land use is also diminished because of the proximity of the bypass. Finally, the high-end residential subdivision in the Master Plan is also not feasible with the proposed bypass.

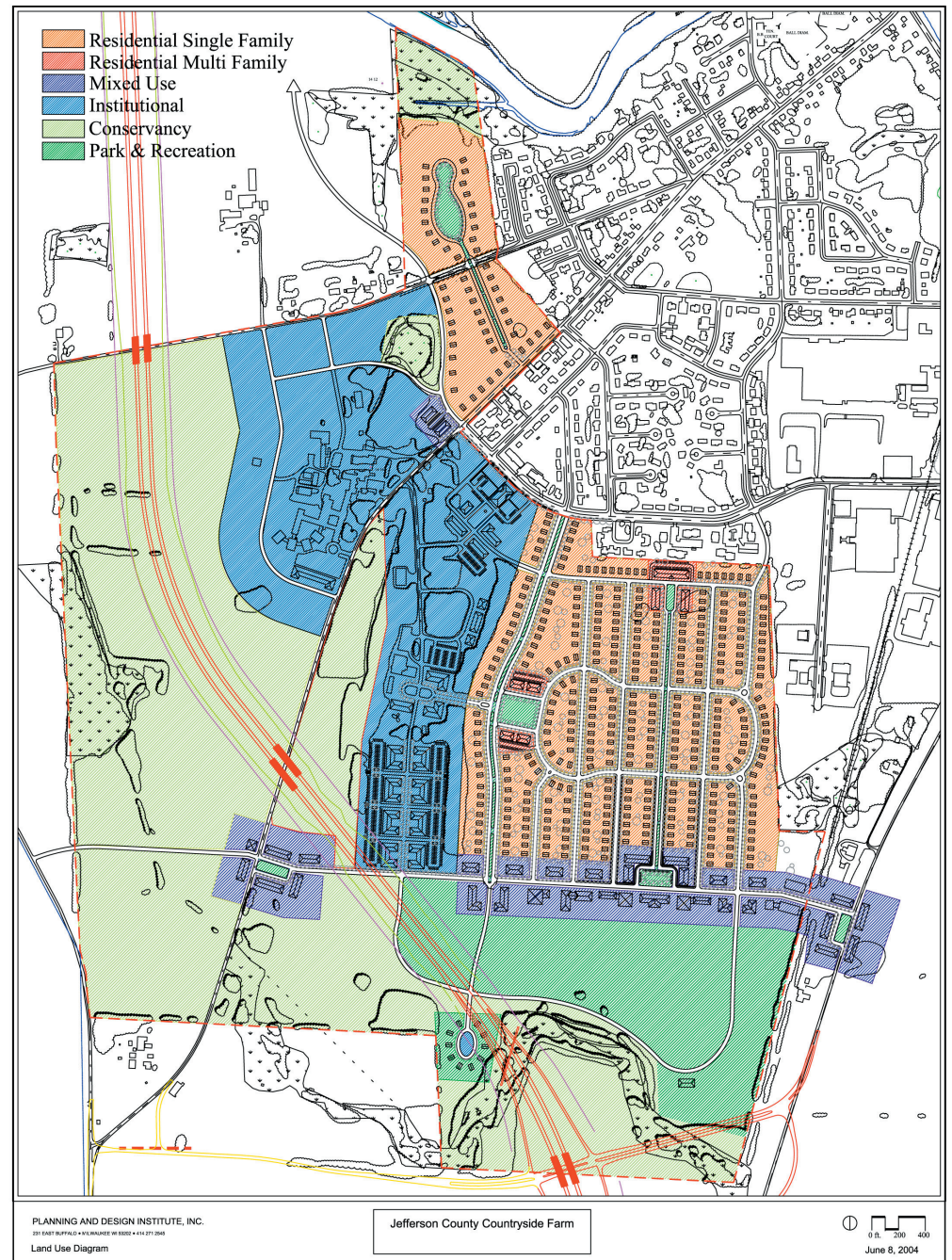


Figure 6. STH 26 bypass plan superimposed on Countryside Farm Master Plan



## Revised Countryside Farm Master Plan (2005)

The Countryside Farm Master Plan has been revised in order to minimize the negative impacts of the bypass on the development. The revised plan assumes the movement of the bypass as far as possible to the west while maintaining the two interchange locations. The City and County should negotiate this revision to the DOT's plan to minimize the economic impacts of the bypass on the Jefferson County Farm Master Plan.

The plan also focuses in more detail on the future of Countryside Homes. Finally, the revised plan addresses other issues that have emerged since the prior master plan including: new County buildings, plans for bikeways and trails, new data on existing conditions, market trends, and surrounding development.

### *Land Use*

The plan drawing depicts several critical components for development. These components have been subdivided and described as follows:

The approximate acreage for each land use in the conceptual Master Plan is as follows:

- Greenbelt - 229 acres
- Parks/Open Space - 59 acres
- Institutional - 39 acres
- Institutional/Industrial - 23 acres
- Commercial - 24 acres
- Residential - 197 acres
- STH 26 Bypass - 71 acres

#### 1) Greenbelt

A large park area has been proposed between the proposed STH 26 bypass and the residential development. This pastoral area serves as a social connection between neighborhoods and serves as an amenity through the protection and enhancement of natural environmental features. Entries to the park should link to pedestrian and bicycle circulation paths.

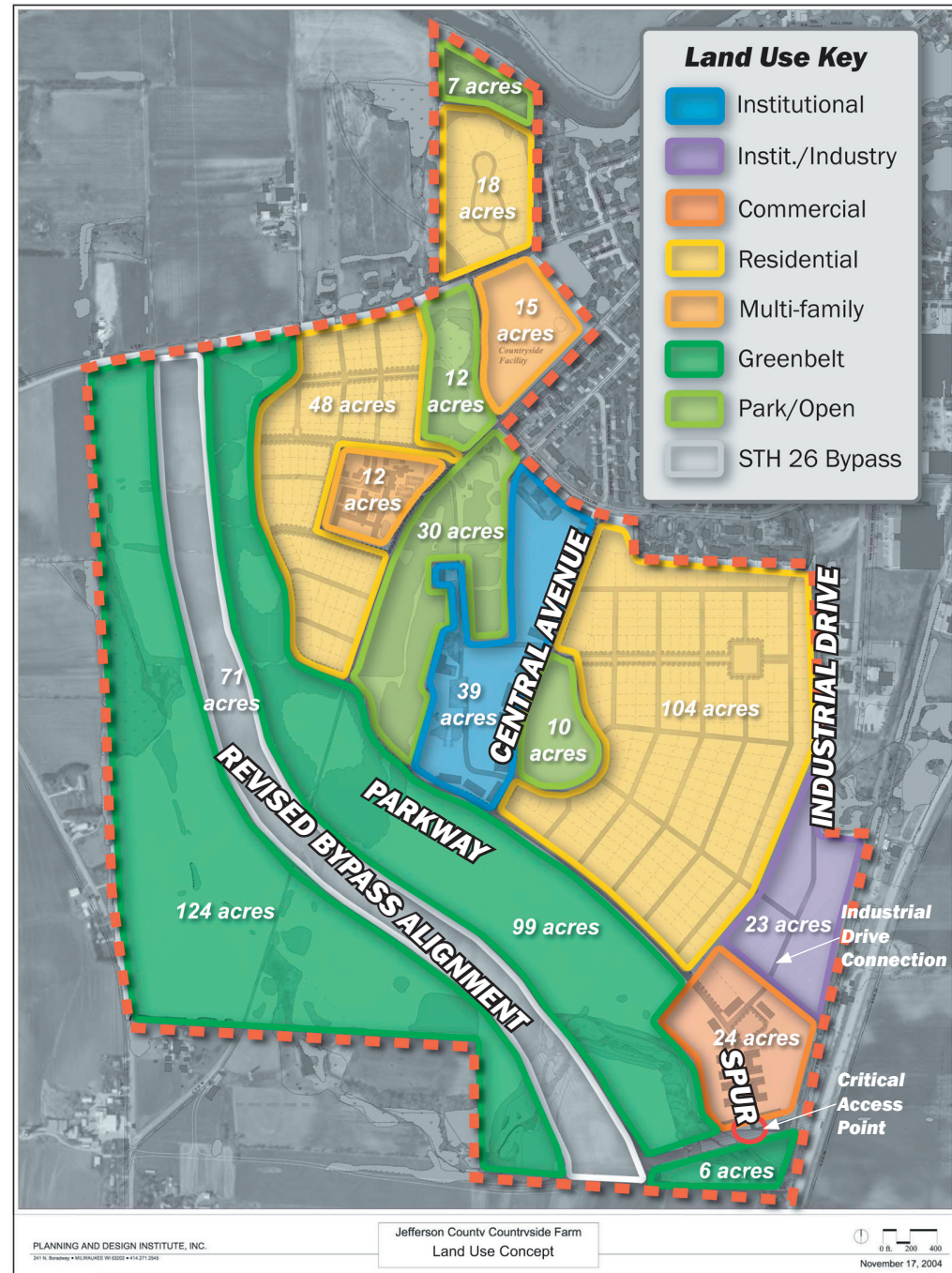


Figure 7. Land Use Diagram



## 2) Central Green Space

A large central park or greenspace has been illustrated to ensure that all residential areas are well served with open space. This large park also preserves the existing historic cemetery on the property.

## 3) Smaller Parks

Public Squares are a visual and social amenity for the surrounding residents and community. They act as a formal attraction within the neighborhood. Edges of the square are defined with buildings that have front facades of relatively uniform heights facing the square. Tree plantings, lighting and fences can reinforce the geometric shape. Squares may include large grass areas combined with plantings and ornamental features such as fountains or flower gardens. Public squares should be surrounded by public right-of-way and should be approximately 1/2 to 1 acre in size.

## 4) Residential Boulevard

A residential boulevard should be a prestigious, distinctive street in the neighborhood. It should be a beautiful and safe experience for both vehicles and pedestrians. A harmonious visual order should be created using parallel, rhythmic plantings of shade trees and streetlights. Adjacent buildings and yards should form a coherent street edge with a uniform sight line and setbacks. Adjacent buildings could be larger, multi-story buildings to maximize the economic value of the boulevard. When possible, the boulevard should end in a public space, square, or gateway.

## 5) Neighborhood Main Street and Village Green

A small scale retail node included along the spur road between the new STH 26 and what will become old STH 26. This retail node is intended to be neighborhood scale retail to provide an amenity to the neighborhood.

A formal Village Green is incorporated into the commercial node off of the spur road. This Village Green creates value for the commercial development that surrounds it and provides a central gathering place within the commercial district.



Figure 8. Site Design - Land Use



#### 6) Institutional/Business Campus

39 acres of land has been included to accommodate institutional or business campus uses. This land is intended primarily as a reserve for future expansion of County facilities and related uses. In the future it might also be considered for business or commercial uses (especially those sites with high visibility from the bypass).

#### 7) Business/Institutional

Industrial Drive could be extended to meet the spur road. This provides easy access to STH 26. Land Use along this road extension is envisioned for business and light industrial uses. In the future, however, it could also be used as a site for governmental or institutional uses.

#### 8) Creation of a Mixed Residential Neighborhood

The majority of the land is illustrated as a mixed residential neighborhood. The neighborhood would include a mix of single and multi-family units.

### Circulation

#### 1) Critical Access Point

The access point from the spur road (in the southeast corner of the site) to industrial drive extended is critical as the STH 26 bypass is constructed. This access will allow the creation of a Neighborhood Main Street style retail development at this node.

#### 2) Industrial Drive Connection

A connection is indicated that extends Industrial Drive south to intersect with the Parkway. This will provide an efficient route for industrial traffic to access STH 26.

#### 3) Parkway

The Parkway Road is intended to be a scenic drive along the greenbelt park. It must be a single loaded roadway and create a connection with environmental features for all residents. Buildings along the edge of the Parkway should be of relatively harmonious design. The drive should be designed to slow traffic and link with streets from adjacent blocks.



Figure 9. Site Design - Circulation



The Parkway road that follows the greenbelt along STH 26 allows access and views to the common greenspace. Larger, multi-family residential units are envisioned to maximize the value of the Parkway.

#### 4) Central Avenue from Collins Drive to Parkway

A main avenue connects Collins Drive to the Parkway. The intent is that this roadway is the seam between institutional/office land uses and residential land uses.

#### 5) Integration of Bikepath

Bike paths encourage alternative modes of transportation and link public places as well as commercial districts. The bike path connections to the southeast are intended to be easily integrated with this mixed-use development. The bikepath should connect this area to other areas of the County. Opportunities should be identified to connect to existing or planned bike paths. Bike paths encourage alternative modes of transportation and link public places as well as commercial districts.

#### 6) Interconnected Street/Block Network

The street network in this area should be a traditional block pattern with interconnection of streets to allow multiple routes through the neighborhood.

The street cross-section design should encourage pedestrian activity and include sidewalks. A coherent visual order should be created using parallel, rhythmic plantings of shade trees and streetlights. Buildings on either side of the street should maintain a relatively consistent height. Garages shall not be the prominent feature along any street and shall have a recessed side entry or be detached in the rear. A system of alleys or lanes to accommodate rear garages may be encouraged.



Figure 10. Site Design  
- Street Network

## Old Countryside Nursing Facility Building and Site

The Old Countryside Nursing Facility Building and Site offers a unique opportunity to initiate high quality development. The plan assumes that this northwest section of the site will be developed as a unified development.

### *Mixed Use Neighborhood*

The goal of the master plan is to create a mixed residential neighborhood in this area. The plan integrates single family residential lots with condominium style apartments. The market for retail uses in this area seems minimal due to the limited access, but perhaps some limited neighborhood scale retail could be supported in the future along the major arterial.

### *Re-use or Demolition of Old Countryside Building*

The plan is intended to be flexible to allow the re-use or demolition of the Old Countryside Building. In discussions with local developers, it seems reasonable that the building could be redeveloped into approximately 100 apartment style condominium units. However, if it is demolished, this plan assumes that the buildings will be replaced with higher density housing.

### *Demolition of Auxiliary Structures*

The plan assumes the demolition of all of the auxiliary structures on the site. It may be possible to adaptively reuse some of these structures if necessary. The developer should be given leeway in this matter.

### *Compact Street Network*

The most critical component of this area master plan is to create a traditional street and block pattern. The

pattern is a modified grid which incorporates visual variety, attractive vistas, response to environmental features, and a strong traditional neighborhood layout. This pattern allows a successful development with or without the reuse of the Countryside Building. The parkway feature is a critical feature of the street network and serves to connect the residential area to a greenbelt.

## Value Estimation

The following charts are provided to begin to compare and estimate the value of the Countryside Home Facility and surrounding land for redevelopment purposes.

### *Comparibales:*

#### **Jefferson County Condos (No conversion/apt type units)**

WisconsinHomes.com (multiple realtor listing service)

	sale price	bed	sq ft	price/bed	price/sq ft
Ft Atkinson	\$111,700	2	1,000	\$55,850	\$112
	\$113,900	2	1,357	\$56,950	\$84
	\$113,900	2	1,344	\$56,950	\$85
	\$116,900	2	1,380	\$58,450	\$85
	\$116,900	2	1,300	\$58,450	\$90
	\$116,900	2	1,237	\$58,450	\$95
	\$116,900	2	1,363	\$58,450	\$86
	\$116,900	2	1,335	\$58,450	\$88
	\$116,900	2	1,380	\$58,450	\$85
	\$119,900	2	1,274	\$59,950	\$94
	\$129,900	3	1,648	\$43,300	\$79
	\$133,500	2	1,250	\$66,750	\$107
	\$149,900	2	1,300	\$74,950	\$115
	\$159,500	2	1,250	\$79,750	\$128
	\$178,900	2	1,450	\$89,450	\$123
	\$185,000	2	1,450	\$92,500	\$128
	\$131,094		1,332	\$64,194	\$99
Oakland	\$199,900	3	1,700	\$66,633	\$118
	\$209,900	3	1,700	\$69,967	\$123
	\$279,900	3	2,400	\$93,300	\$117
	\$229,900		1,933	\$76,633	\$119
Watertown	\$215,000	3	2,073	\$71,667	\$104
	\$229,900	3	2,675	\$76,633	\$86
	\$222,450		2,374	\$74,150	\$95
Lake Mills	\$128,900	2	1,280	\$64,450	\$101
	\$129,900	2	1,290	\$64,950	\$101
	\$134,500	3	1,250	\$44,833	\$108
	\$134,900	2	1,510	\$67,450	\$89
	\$156,900	2	1,524	\$78,450	\$103
	\$165,000	2	1,595	\$82,500	\$103
	\$183,000	2	1,797	\$91,500	\$102
	\$210,000	3	2,056	\$70,000	\$102
	\$227,900	3	2,218	\$75,967	\$103
	\$235,000	3	2,275	\$78,333	\$103
	\$239,900	3	2,329	\$79,967	\$103
	\$176,900		1,739	\$72,582	\$102
Johnson Creek	\$174,900	3	1,674	\$58,300	\$104
	\$179,900	3	1,674	\$59,967	\$107
	\$189,900	3	1,674	\$63,300	\$113
	\$199,900	3	1,674	\$66,633	\$119
	\$213,900	3	1,674	\$71,300	\$128
	\$225,900	3	1,674	\$75,300	\$135
	\$232,500	3	1,674	\$77,500	\$139
	\$234,900	3	1,674	\$78,300	\$140
	\$235,800	3	1,674	\$78,600	\$141
	\$209,733		1,674	\$69,911	\$125
Whitewater	\$146,900	2	1,440	\$73,450	\$102
Jefferson	\$148,500	3	1,860	\$49,500	\$80
County Average	\$171,186		1,613	\$68,741	\$106

Comparibales:

Dane County Condos (Conversion/apt type units)  
WisconsinHomes.com (multiple realtor listing service)

	sale price	bed	sq ft	price/bed	price/sq ft
Madison	\$79,900	2	1,025	\$39,950	\$78
	\$103,400	2	852	\$51,700	\$121
	\$104,900	2	1,025	\$52,450	\$102
	\$109,900	1	778	\$109,900	\$141
	\$129,900	2	1,187	\$64,950	\$109
	\$134,900	2	990	\$67,450	\$136
	\$134,900	1	700	\$134,900	\$193
	\$135,900	3	1,188	\$45,300	\$114
	\$139,900	2	1,366	\$69,950	\$102
	\$139,900	3	1,253	\$46,633	\$112
	\$144,900	2	1,371	\$72,450	\$106
	\$159,900	3	1,559	\$53,300	\$103
	\$126,525		1,108	\$67,411	\$118
Middleton	\$115,100	2	850	\$57,550	\$135
	\$117,900	1	939	\$117,900	\$126
	\$117,900	1	939	\$117,900	\$126
	\$122,500	2	850	\$61,250	\$144
	\$129,900	2	820	\$64,950	\$158
	\$120,660		880	\$83,910	\$138
Fitchburg	\$169,900	3	1,344	\$56,633	\$126
	\$169,900	3	1,337	\$56,633	\$127
	\$169,900		1,341	\$56,633	\$127
Sun Prairie	\$99,900	2	950	\$49,950	\$105
	\$107,900	2	950	\$53,950	\$114
	\$103,900		950	\$51,950	\$109
Verona	\$149,900	2	1,240	\$74,950	\$121
Westport	\$136,900	2	1,227	\$68,450	\$112
County Average	\$128,522		1,076	\$69,089	\$122

Estimates:

Countryside Home Conversion Value Calculations

	LOW	HIGH
Number of Units	110	110
Sale Price Assumption	\$140,000	\$160,000
Total Sale and Tax Value	\$15,400,000	\$17,600,000
Renovation/Construction Cost*	\$14,000,000	\$14,000,000
Soft Development Costs** (Sales, Marketing, Engineering Fees, Architectural Fees)	\$2,500,000	\$2,500,000
TOTAL DEVELOPMENT COSTS	\$16,500,000	\$16,500,000
Total Value minus Development Costs	\$1,400,000	\$3,600,000
Developer Profit Margin (15%)	\$210,000.0	\$540,000.0
Sale Price of Building	(\$1,310,000.0)	\$560,000.0

\*Assumes \$70/sf construction and demo costs for whole building (194,000sf)

\*\* Soft Costs assumption: 15% of Total Development Costs

NOTE: construction costs will vary greatly depending upon the scope of rehab and the amount of building expected to be remodeled.

Comparibales:

Jefferson County Lots (Less than 1/2 Acre)  
WI Homes Real Estate Directory (multiple realtor listing service)  
Range of Lot Listing Prices

	sale price
Jefferson	\$37,500
	\$42,000
	\$42,400
	\$42,900
	\$43,000
	\$44,000
	\$45,000
	\$45,900
	\$46,000
	\$48,000
	\$53,000
	\$53,900
	\$54,100
Ft Atkinson	\$56,900
	\$59,000
	\$47,573
	\$32,500
	\$35,900
	\$39,000
	\$44,900
	\$48,900
	\$40,240

## Implementation Strategy

In order to implement the plan effectively, several key actions are needed.

1) The selection committee should compile a list of developers that have exhibited the design quality that the County desires. These developers should have experience in similar redevelopment and residential projects of this scale.

2) The RFP should clearly state the critical components of the plan.

3) The County should identify regional or national projects that they find appropriate and want the developers to emulate.

4) The selection committee should meet with developers before a RFP is prepared to discuss their level of interest in the project and the expectations of the County and City.

5) The opportunity and commitment of the community to create a TIF district for this development should be explored. A TIF study may need to be completed before a RFP is issued.

6) Developers should be requested to submit very general terms and conditions as part of the RFP requirements. The developers should state explicitly which, if any, of the critical features of the plan need to be changed to accommodate their specific development needs. Great weight should be given to proposals which do not change the critical components of the plan.

7) The committee should select two to three developers to continue negotiations with. These developers should be asked to submit implementation of the master plan. The plans should be weighted against the critical features identified previously in the sections on land use, circulation, and Countryside Homes.